

## Isabelle Decitre – Founder and CEO, ID Capital Pty Ltd

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Isabelle has had a 20-year corporate career in the luxury and beverage industries before moving to Singapore in 2012 and setting up ID Capital.

She was a member of the Executive Committee, as SVP Marketing & Communications, for the Cognac brand Hennessy. This included significant involvement in the upstream sector of Viticulture. Prior to this, she was with Louis Vuitton, Cartier, Dunhill and Boucheron, in different senior capacities (supply chain director, retail network director, CMO).

Isabelle has been involved in VC investments over the years, and decided to focus on Foodtech & Agritech, as she believes that these sectors are bound for dramatic change in the near future.

At the end of 2016, she launched the [Future Food Asia](#) innovation platform following expressed interests in her Agtech/Foodtech deal flow. From her experience with start-ups, she believes that such a platform will enable startups to greatly benefit from regional exposure to grow their ventures.

The Future Food Asia Award is the 1st-of-its-kind regional competition focusing on pre-Series A startups in this domain. The Award ceremony takes place in May in Singapore.

